CCZT Affiliate Marketing Program FAQ
Team up with CSA to deliver the Certificate of Competence in Zero Trust

What is CCZT?
The Certificate of Competence in Zero Trust (CCZT) is the authoritative zero trust training and certificate that delivers the knowledge needed to understand the core concepts of Zero Trust. Developed by CSA, the trusted industry leader for cloud security certifications, the CCZT builds knowledge to drive the definition, implementation and management over time of the Zero Trust strategy.

What is the CCZT Affiliate Marketing Program?
The CCZT Affiliate Marketing Program is an opportunity to team up with CSA to drive widespread adoption of the CCZT by promoting the training program to potential customers that drives online sales. Participants will receive a unique affiliate URL to track affiliate sales and will earn commission based on revenue generated from tracked sales.

Why should I participate?
Participation in CSA's Affiliate Marketing Program is a win-win; promoting the CCZT to your network not only helps build Zero Trust knowledge to improve cloud security postures, but it also provides you with an opportunity to earn a commission while positioning yourself at the forefront of cloud security best practices.

What is the commission?
CSA will pay affiliate program participants a commission of 6% of the revenue received by CSA for purchases of the online CCZT training program made by customers who access the training via the affiliate’s custom URL. Payments will be made quarterly and payment options include Visa cards, PayPal, and ACH/wire. Based on country of residence, some limitations may apply. Upon signing the Affiliate Marketing Agreement, affiliates will receive a request to provide payment details and a W9 (for US residents) or W8BEN (for non-US residents). This information is required to receive the affiliate’s custom URL.
What CCZT products are included?

As of November 2023, the CCZT Affiliate Marketing Program extends solely to the online, self-paced Certificate of Competence in Zero Trust bundle. This course includes a CCZT exam token and prepares students for the exam with material and study guides that cover foundational Zero Trust knowledge, including strategy, governance, architecture, planning, and implementation.

What promotional tools does CSA provide?

In addition to the custom URL, affiliate program participants will receive a set of promotional tools to get started. The CCZT Promo Kit will be distributed upon completion of contract signing and includes:

- **CCZT FAQ**: One-pager that provides a high-level overview covering everything from what the CCZT is, why it matters, how much it costs and more.
- **CCZT Knowledge Guide**: Provides an extensive overview of the CCZT including how to prepare for the exam, access study materials, exam format and what to do after completing the exam.
- **CCZT Overview Presentation**: Brief presentation, available in .pdf and .pptx, that can be leveraged to introduce the certificate to your network.
- **CCZT Logos**: Available in various formats and sizing, along with CSA logo usage guidelines.
- **CCZT Social Media Promo Images**: Share and promote the new certificate on your social media channels. A LinkedIn banner is included should you choose to update the header on your profile.
- **CCZT Testimonials**: Share testimonials from Zero Trust experts and innovators who support the CCZT.

Learn More

Join CSA’s efforts to bring Zero Trust knowledge and best practices to the masses. Contact us at ccztaffiliate@cloudsecurityalliance.org to learn more.

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